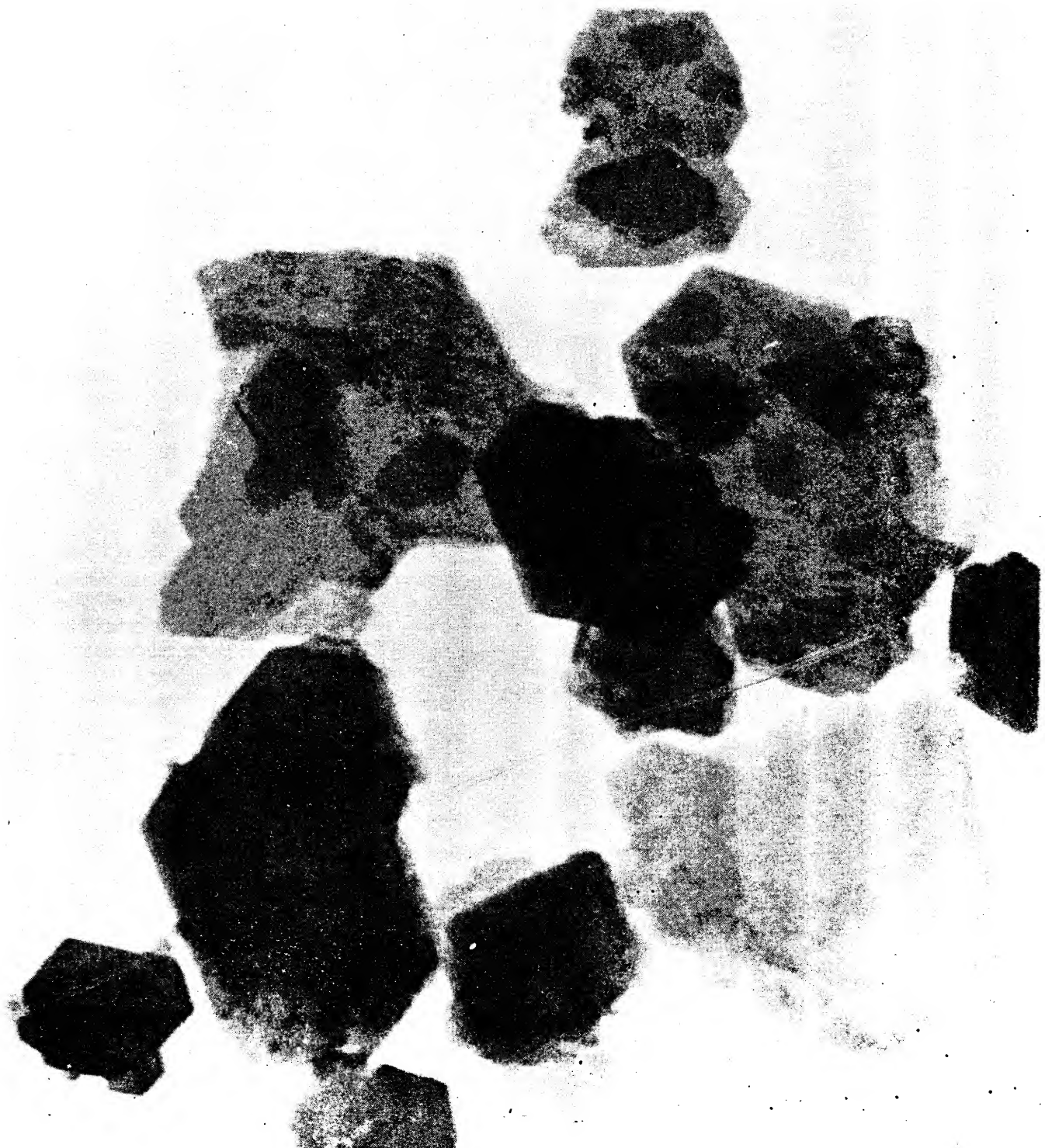




SHOPTALKER

FEBRUARY, 1965

FOR PARKER PEN PEOPLE



COVER STORY

Although the cover photo may look like an abstract artistic creation, it is really a collection of minute grindings from a pencil lead.

An ordinary pencil lead? No. The grindings, a sample of Parker Writefine mechanical pencil lead, were photographed by the head of Parker's Instrumentation Laboratory, Wayne Fuller.

Using a high-power microscope and modified camera, Fuller was able to reproduce the tiny graphite particles 24,000 times larger than their normal size.

A New Look

Building a doghouse and building a skyscraper are both construction jobs. But that's where the similarity ends.

Anyone who can saw straight can fashion a canine cabana, designing and measuring as he goes along in accordance with the supply of scrap lumber at hand.

But before a modern office building is erected—before the first shovelful of earth is turned—months of intensive planning determine not only the wiring specifications and the number of pieces of floor tile to be purchased, but also what alternative courses of action will be taken in case a spell of foul weather disrupts the building schedule.

The same philosophy applies to operating a business. Longfellow's Village Smithy required only enough foresight to maintain an adequate inventory of iron and charcoal.

But Parker Pen, with its objective of remaining the largest producer of writing instruments in the world, must plan not only for tomorrow but for years ahead. And it's not enough to plan on the basis of existing conditions. The company, in the highly competitive writing instrument business, must be ready to move in quickly in response

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SHOPTALKER

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New Look at Planning

By Charles E. Zinsmaster

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As an example, let's say that the ruler of Lower Slobbovia is overthrown, and his policy of excluding all foreign-made products is reversed by the new regime. The Slobbovians are known to crave quality writing instruments, and the pen company that gets there "fustest with the mostest" will carve itself a nice chunk of profit.

If someone in the Parker organization hasn't been keeping an eye on Slobbovian politics and figuring out how to move Jotters and 75's to the Slobbovian retail counters pronto (without keeping a big, money-wasting stockpile sitting on the border for months "in case"), one of Parker's aggressive competitors is going to steal the show.

Fundamental to long-range planning is good organization. Good organization used to mean, simply, that everyone knew what he was supposed to do and to whom he was responsible. The complexities of modern business have brought more sophisticated concepts into play, however, especially when operations are spread over the global map.

Thus it is that the company's Area Managers, the field commanders in the



Charles E. Zinsmaster is Parker's Assistant to the Vice President, Long-Range Planning.

A NEW LOOK —

(continued from page 3)

battle to maintain Parker leadership, are systematically brought together in Janesville to conduct a detailed review of their current operations and their future objectives.

In years past the relationship between Janesville and Parker Pen operations outside the U. S. was far less formalized. If shipments were late, the overseas subsidiaries complained. If they, in turn, came up with disappointing profit-and-loss reports, Janesville complained. And so it went.

Recently, however, there has come about a mutual appreciation of the interdependence of all elements of the Parker organization. It is recognized that an action highly advantageous to one area may, in some fashion, be very detrimental to another; that, in fact, this action might have an adverse impact on the company's fortunes overall.

As a crude "for instance", the headlong rush to exploit the newly opened Slobbovian market might, without adequate total planning, leave the New York sales region without enough pens to meet the Christmastime demand and so annoy Parker's New York dealers that it would require years of effort to repair the damage.

When the Area Managers, now the company's eyes and ears abroad, assemble in Janesville, they come prepared to discuss the results of recent operations. But more than that, they come prepared to work out agreements on goals for the next planning period, how these goals are to be attained and step-by-step timetables against which progress can be checked.

It all adds up to strengthening the firm's competitive position, eliminating potential operational conflicts and making it unnecessary to hip-shoot in every minor crisis.

Picka' Penfriend

An opportunity to form an International friendship...

As a member of Parker's world-wide correspondence programme, you will have an opportunity to form an international friendship. After you have supplied us with the data below, we will endeavour to match you with a person in another part of the world whose interests are similar to yours. Our electronic computer at the New York World Center is searching through thousands of names in Parker's International Penfriend Programme.

PLEASE TAKE ONE

A PEN-FRIEND ANYWHERE IN THE WORLD!

You choose the country: You state the subjects that interest you most:
PARKER'S PEN-FRIEND COMPUTER WILL FIND THE IDEAL PEN-FRIEND FOR YOU!

A tool in the successful conduct of the Parker International Penfriend Program is this Penfriend registration form dispenser. Thousands of these dispensers were used in over 80 nations to gather names for Parker's busy Penfriend computer.

Between April and October visitors to the Parker Pavilion will ask the computer for "just-right" Penfriends at the rate of 120 an hour, 12 hours a day, seven days a week.

To build an adequate bank of names before this deluge begins, name gathering efforts around the world aim for a goal of 400,000 prospective Penfriends. Half of that number must be in the computer before opening day.

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A New New York Home

Parker's New York Office is moving. Located on the fifth floor of the International Building at Rockefeller Center, the 1700-square-foot office has been in the same location since 1959.

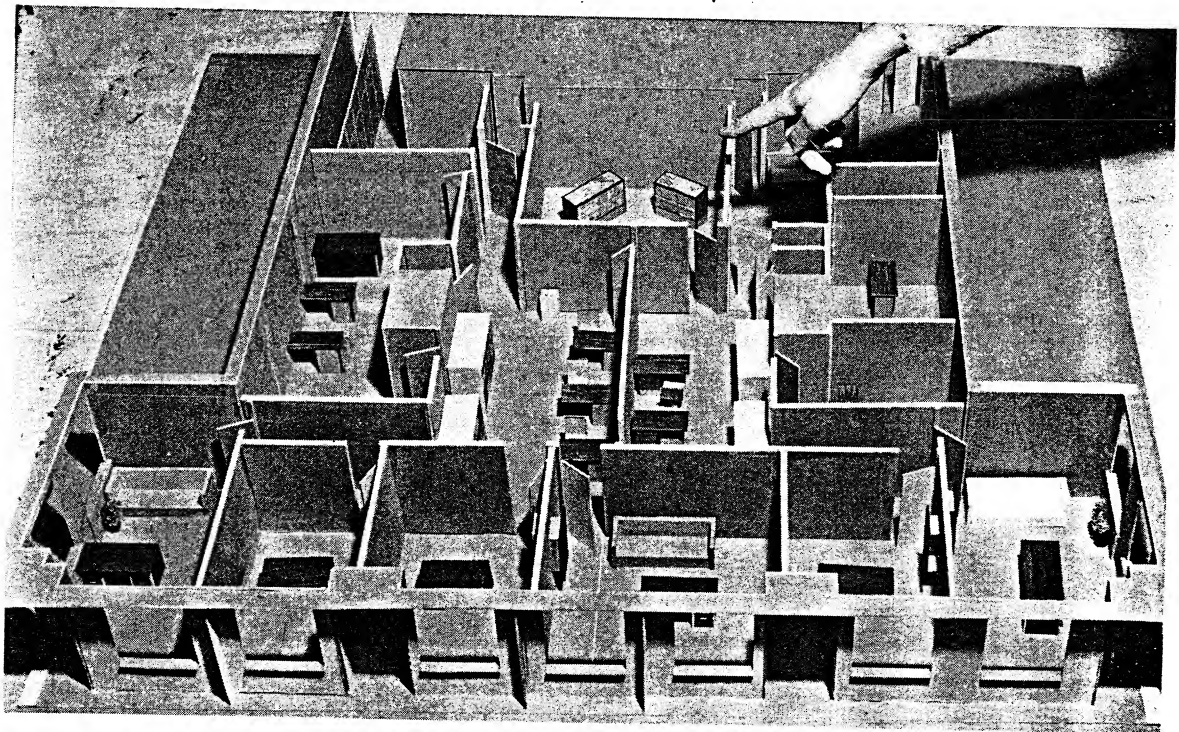
Recently, company officials decided a fresh appearance and increased space was essential to maintain Parker's first-class image. This prompted a search for a new New York home—a search that ended only a few hundred feet from its point of origin.

New facilities are located on the 8th floor of the International Building. The new office, facing St. Patrick's Cathedral on Fifth Avenue and overlooking picturesque roof gardens two floors below, doubles existing floor space. Its 3,946 square feet make it slightly less than half the area of the Parker Arrow Park cafeteria.

Visitors will enter a formal reception room. To the right a glass wall will attract attention to a well appointed show room that will display show cases, point-of-sale and promotional materials, selling and advertising portfolios, and a complete line of Parker products.

Behind the reception area, the office will be efficiently divided into work and storage space for Corporate activity, Foreign Sales, Domestic Sales, Premium Sales, Military/Syndicate Sales, tape punching machinery for TELEX order transmission, and telephone switchboard equipment.

Presently, Janesville industrial designer Don Doman is directing a team of Rockefeller Center interior decorators who are making the new office space ready for Parker's late March occupancy.



A scale model of the new Parker New York office shows its efficient layout.

The Special Products of

SPD

The Special Products Division of The Parker Pen Company is nearly five years old. Since its inception, it has developed one hundred nineteen products, five of which make up a line of interesting, efficient and time-saving speciality merchandise items.

The first SPD product to attract attention was the Clipit, a precision instrument designed to clip sections from magazines and newspapers. It was introduced in August, 1961.

The Clipit's plastic housing features and protects the honed, ever-sharp cutting edge that neatly slices one page at a time—never damaging other sheets.

The next special product to meet dealer acceptance was the compact screw driver called Drivit. The Drivit's three interchangeable blades and awl provide the handyman with the ideal tool for fixing sewing machines, fishing reels, clocks, or any or the small machines and appliances around the home.

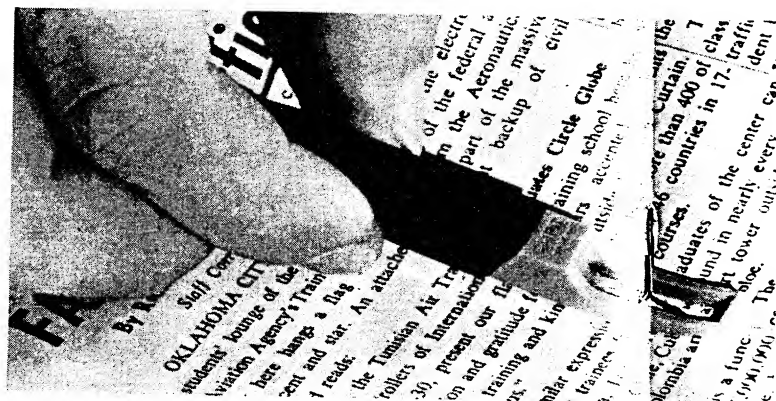
Drivit was followed by Dew'it, the exclusive push-button moistener. A few drops of Dew'it's large water supply rush to the applicator at the touch of a button to perfectly moisten envelopes, stamps, labels, tape. And the stay-moist cap protects the applicator from drying.

SPD solved the problem of how to quickly

and neatly remove staples. It is called Sta-pul, a durable, one-piece device featuring a molded grip and lifetime hinge used over five million times.

Redi-clip is the most recent addition to SPD's growing product line. It eliminates the annoyance of loose paper clips. A large supply of Redi-clips come in a compact dispenser ideal for carrying in pocket or purse.

Clipit, Drivit, Dew'it, Sta-pul and Redi-clip are the products that appear on every SPD three-tier speciality merchandiser. But there will be more as the Special Products Division continues to develop products — special products — for The Parker Pen Company.



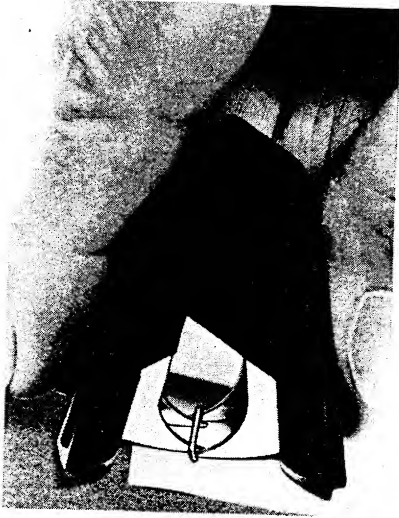
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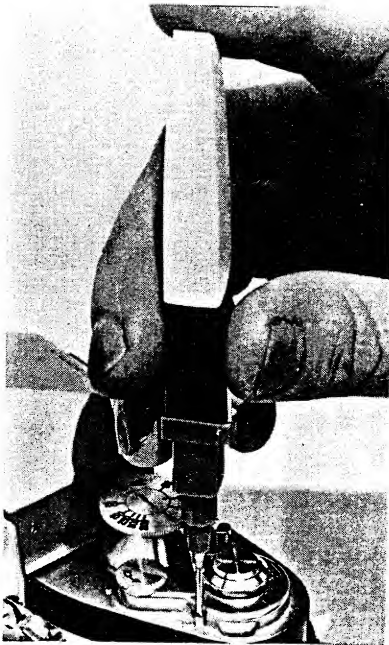
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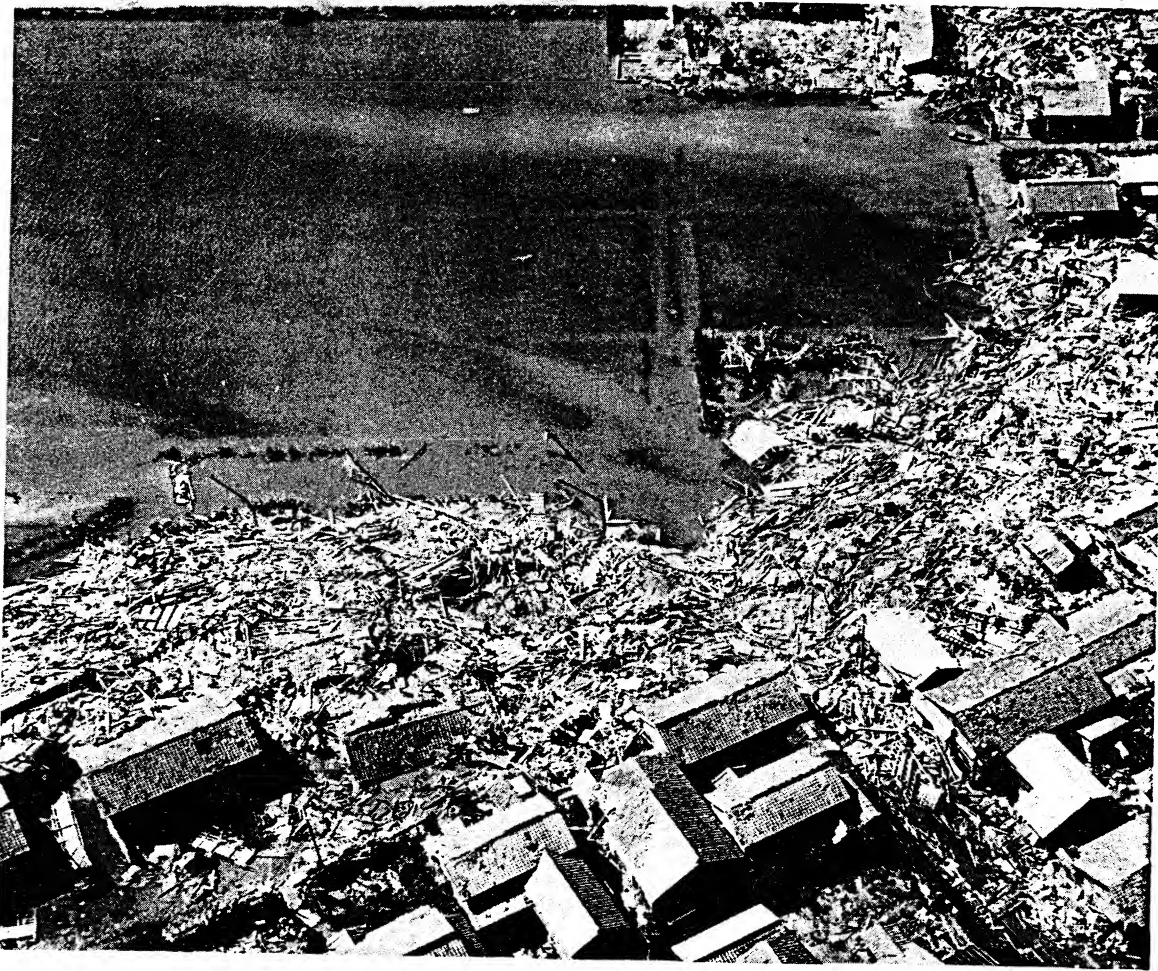
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This is the result of a direct hit by a typhoon. Devastating winds and torrential rains hit this peaceful fishing village near Hong Kong turning into a mass of rubble. Due to sturdy construction, downtown Hong Kong suffers little structural damage from a typhoon. But the destruction to other parts of this British crown colony and bustling free port of 3,000,000 immobilizes the entire community for weeks.

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Typhoons to the Far East are like hurricanes to the Caribbean—they are deadly phenomena the population has grown to expect. But one particular typhoon that headed toward Hong Kong recently threatened the effectiveness of a meeting thousands of miles away.

The meeting was the Parker Area Managers' Meeting, the typhoon was Sally and the man she courted was Far East Area Manager Ed Boggs in Hong Kong.

The busy British crown colony was just digging itself out from the vicious attack of typhoon Ruby and Boggs thought the season was over. Not a bit too soon either for he had to be in Janesville to attend the important series of conferences.

Then, as Boggs was making last minute preparations for his long trip to the states, new typhoon warnings were issued. This one was named Sally and she reportedly packed a punch more devastating than any of her predecessors. Ruby, her older sister, had killed 27 and caused extensive property damage.

As reports on Sally trickled in, she shaped into the worst typhoon on record. Her lethal storm area extended 190 miles from her center, she packed winds up to 238 miles per hour and she was headed right for Hong Kong.

As the wounded city huddled behind boarded windows bracing for the holocaust, Sally drew closer—sweeping in from Midway, Wake and Guam. Boggs sent a worried



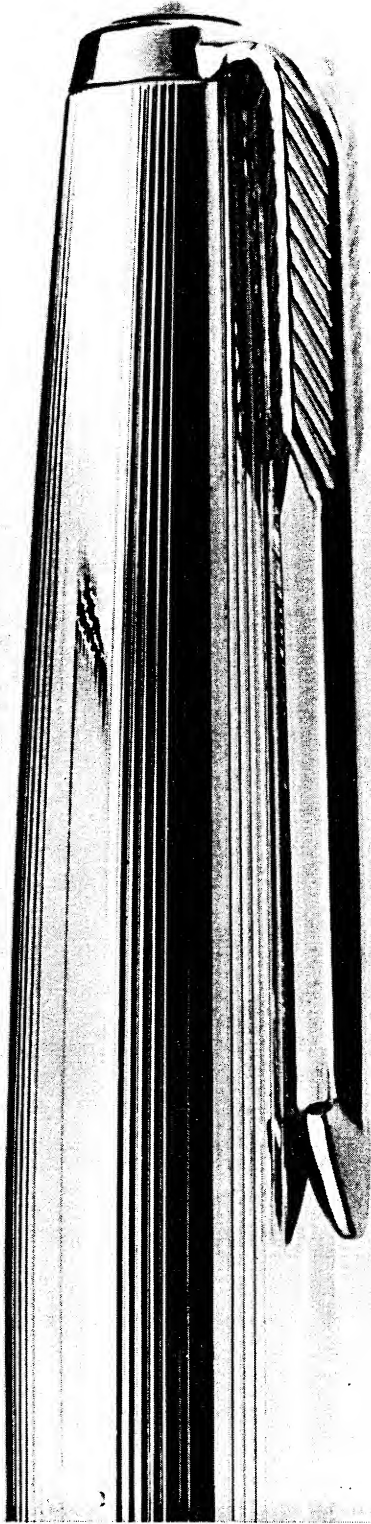
C. Edward Boggs is a Parker Corporate Vice President and Far East Area Manager. He has lived in Hong Kong for nearly two years.

letter to Janesville. "I'll mail this now," he wrote, "but don't know when it will go out."

Just as Sally seemed ready to deliver her wicked wallop, a strange thing happened. The typhoon, like an unpredictable female, suddenly shifted course. Hong Kong experienced only the effects of a near miss and Boggs was able to get to Janesville on schedule for Parker's Area Managers' Meeting.



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Diamonds — witho they

Diamonds and gold have long been a classic combination in the jeweler's art. Now, in the production of fine quality fountain and ballpens, diamonds add elegance to gold through a special production technique.

Burnishing tools containing single-point natural industrial diamonds are used by Parker to embed smooth lines into the gold and gold-filled caps and barrels of many of their writing instruments, creating interesting decorative patterns. The lines serve also to increase the luster of the metal by diffracting light.

The diamond tool displaces the valuable metal creating vertical lines along the length of the cap or barrel as it is held horizontally by clamps in a machine specially designed by Parker's Engineering Department. The diamond is lapped and polished to a .002/.003-inch radius at the concentric tip and mounted in a steel shank. It is then lowered into the workpieces and fed at an average speed of 20 feet per minute. Twelve units are burnished simultaneously.

When one line has been made, the diamond tools are raised and the workpieces are automatically turned by an air-powered ratchet and a set of gears. They are then in position for the next line. Depending on the particular model and style of pen, the total pattern can vary from 18 to 60 burr-free lines. On the average, it requires 180 seconds to complete the burnishing operation on twelve parts.



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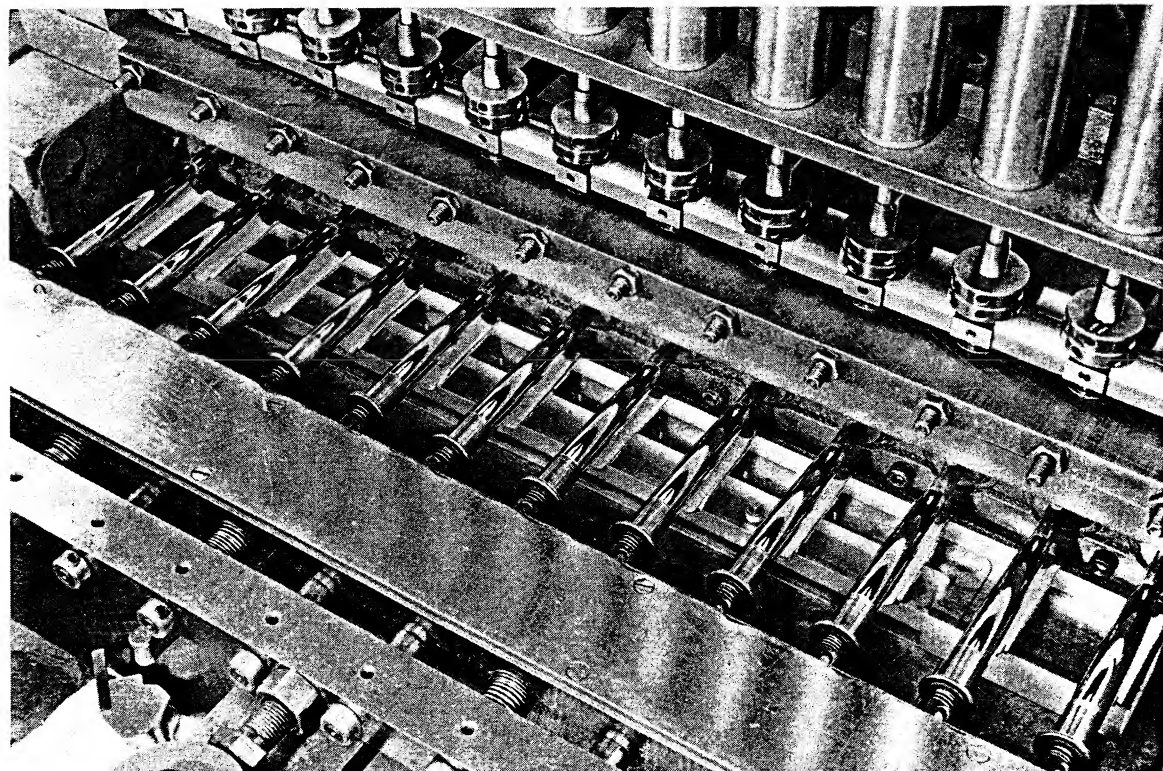
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This gold-filled 61 cap (left) illustrates the delicately burnished lines that enrich its appearance. Forty-eight smooth lines are burnished into each 61 cap to increase the luster of this precious metal.

This burnishing machine, designed and built by Parker Tool Room technicians, uses diamonds to decorate gold and gold-filled barrels and caps. The gems push aside, but do not remove, the gold.

“Good Morning! Parker Pen”



Pick up the phone and dial Pleasant 4-7711. The voice at the other end will belong to Juanita Wilcox (left) or Sandy Ahrensmeyer, switchboard operators for The Parker Pen Company. These girls have the job of saying "good morning" and "good afternoon" to anyone calling Parker. They also handle all long distance phone calls made by Parker employes. The switchboard swings into action at 7 a. m. and remains open until 5 p. m. or later.

The girls work shifts, occasionally handling the operation alone, but working together during the busy hours of mid-morning and mid-afternoon.

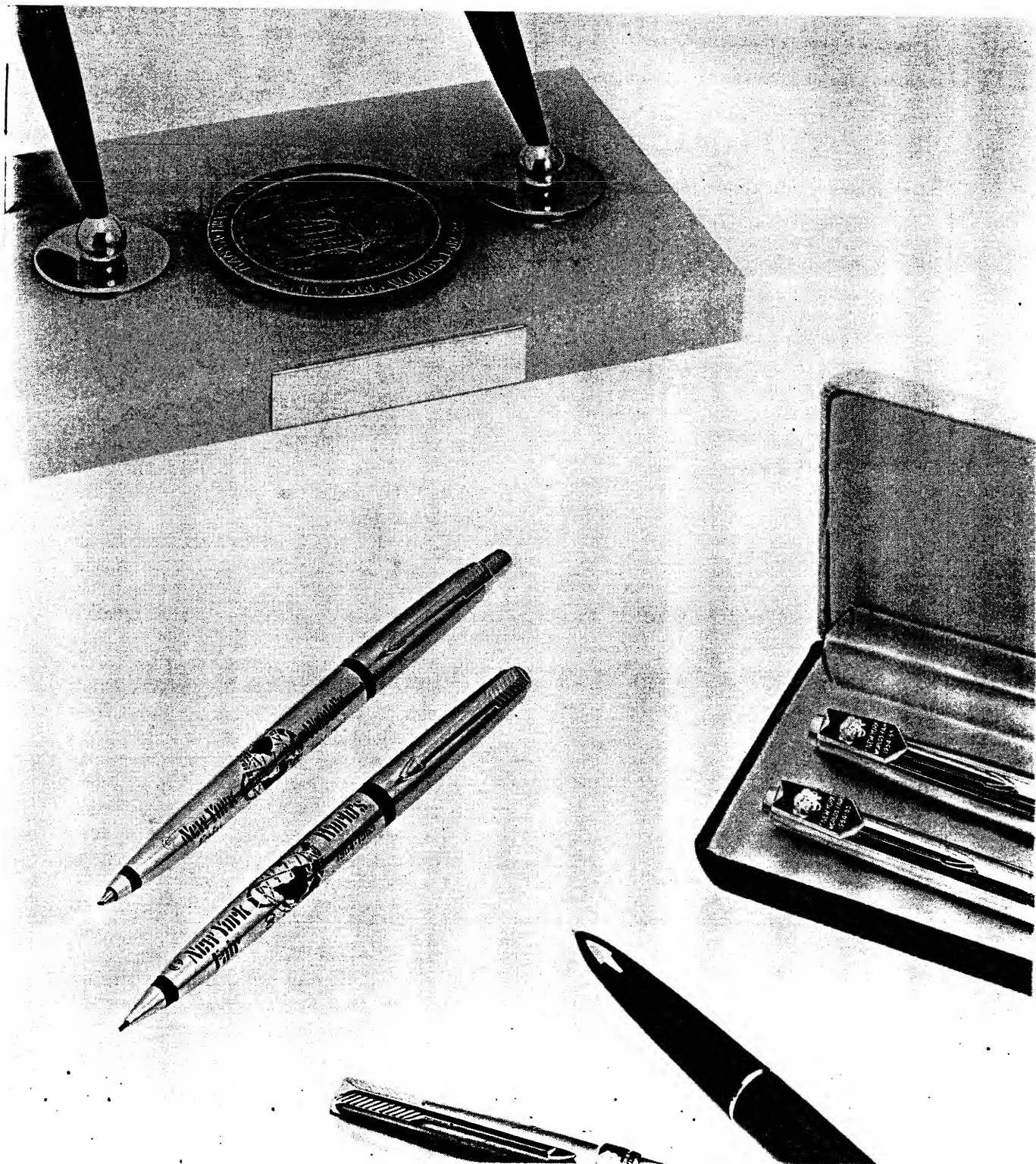
Located in an inconspicuous corner of the basement in Parker's office building, the switchboard is the coordination center for the company's telephone system. But Juanita and Sandy make it much more—a pleasant greeting for anyone phoning the world's largest pen maker.



SHOPTALKER

APRIL, 1965

FOR PARKER PEN PEOPLE



COVER STORY

World's Fair pens and pencils, officially made by The Parker Pen Company, will be sold at the Parker Pen Pavilion this year. The World's Fair models, ranging from the popular T-Ball Jotter to the remarkable 61 to custom desk sets, feature Unisphere emblems on barrel, clip, cap or base.



SHOPTALKER

Parker Ready for Fair Reopening

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Parker Ready

Since last October, while the Parker Pen Pavilion slept, a series of quiet but steady changes have taken place. They began as ideas but have become attractive and efficient modifications to the headquarters of the International Penfriend Program.

Pen Shop

To many, the single most important change for 1965 is the addition of a retail pen counter. Called simply The Pen Shop, it is a horseshoe-shaped counter made of white brick and glass, blending in with the pavilion's decor.

The Pen Shop, located at the rear of the pavilion, features a complete line of official Parker World's Fair pens, mechanical pencils and desk sets, as well as a full selection of regular Parker merchandise.

In 1964, Parker's merchandising effort at the Fair was conducted through the Brass Rail outlets. These shops handled an endless array of World's Fair items ranging from souvenir costume jewelry to souvenir alarm clocks to souvenir salt and pepper shakers, but often carried only a skeleton selection of Parker products. And, for many fair-goers, the Brass Rails were either out of the way or too crowded.

In response to one of the most common questions at the pavilion—"Where can I buy a Parker?"—The Pen Shop has been built and will be staffed by clerks from Haper, Inc. This franchised Parker dealer will operate

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Parker Ready for Fair Reopening

the open air store for the 10,000-plus potential customers expected to walk through the pavilion daily.

Fish Bowl

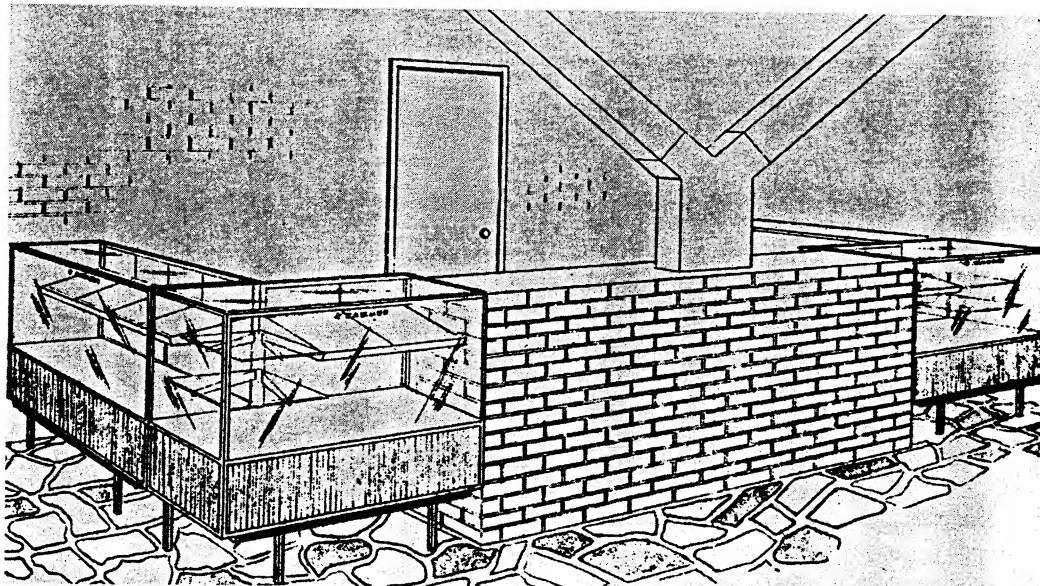
The most exciting feature of the Parker Pen Pavilion is the computerized matching process, accomplished in seconds by an IBM 1440 electronic wizard. Hidden from all but the most perceptive, the computer last year performed its "instant pen pal" miracles with what might be termed Space Age perfection but Dark Ages showmanship.

To place additional emphasis on this

wondrous process, the computer controls are being transferred from the center of the pavilion to a new, all glass "fish bowl." Here, displayed in a special showcase, the computer will search its limitless memory, printing the name, address and interests of a newly found pen pal every 30 seconds.

Closed Circuit TV

Pavilion visitors too far from the fish bowl to see this operation will be able to view the computer in action on two closed circuit television sets in the pavilion. A camera, suspended from the ceiling of the



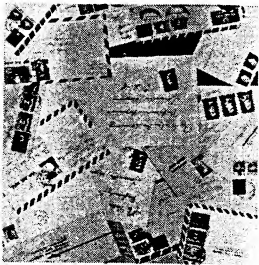
The Pen Shop will feature two complete selections of Parker products — official World's Fair merchandise and the regular product line.

fish bowl and fitted with a special telephoto lens, will focus on the computer, transmitting Penfriend information to interested visitors.

Information Board

For those watching the electronic matching process firsthand, a giant information board located behind and above the computer will graphically illustrate the eight phases of the Penfriend program.

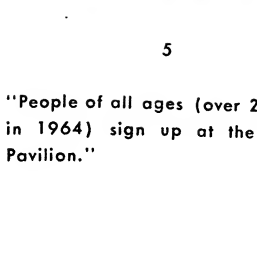
These backlighted, 14-inch-square black and white transparencies tell the story from beginning to end; from inquiries coming to Parker from all over the world to the Penfriend match and "a step toward peace and understanding."



1 "People from many lands sign up for Parker's International Penfriend program."



4 "Data is electronically fed into disc packs for use at the World's Fair."



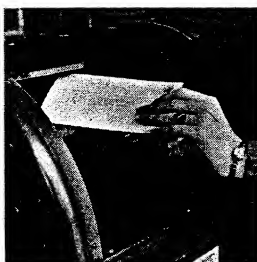
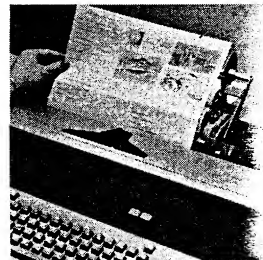
5 "People of all ages (over 250,000 in 1964) sign up at the Parker Pavilion."



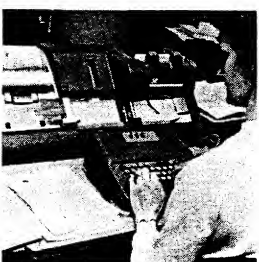
6 "The computer is 'addressed' to find a Penfriend with matching interests, etc."



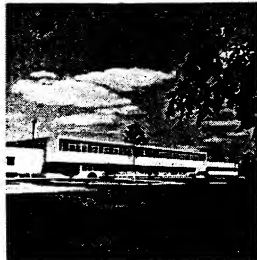
7 "The Penfriend is found! Computer completes its search from among 100,000 names in less than 30 seconds."



8 "A lasting friendship begins — a step toward peace and understanding."



3 "Name, age, interest area, language, etc., is key punched for each application."



2 "Applications are then mailed to The Parker Pen Company, Janesville, Wisconsin."

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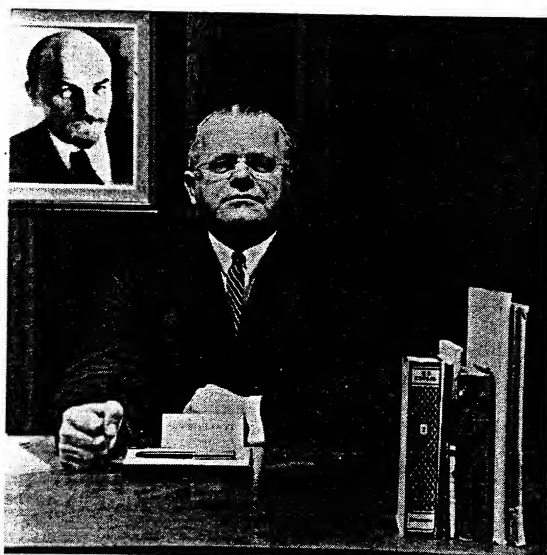
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Ceiling Lights

Conspicuously stationed above the crowds at the Parker Pen Pavilion will be a series of product publicity ceiling lights. These two-foot-square lights will display semi-transparent black and white photographs of Parker products and their proud owners.

The message to millions will be obvious—the Parker pen is a valued personal possession. It is a symbol of literacy, intelligence, affluence and, above all, good taste.

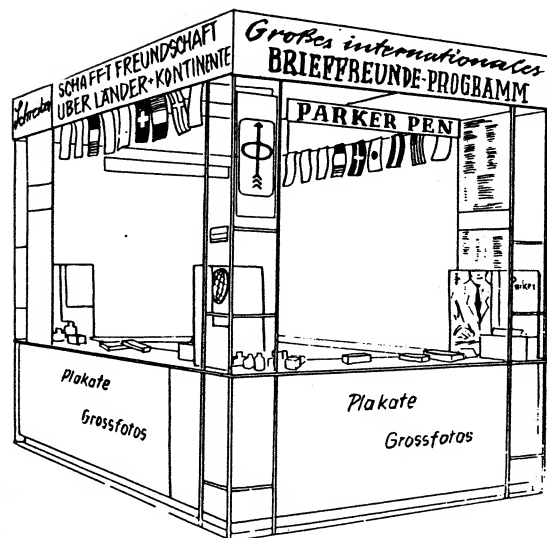
These interesting picture stories are to be alternated with blank lights so that each side of the A-shaped ceiling will sport four photographs.



Positioned near the ceiling of the Parker Pen Pavilion, this foreign diplomat will tell all he attracts that HIS countrymen invented the Parker pen. He is just one of seven proud owners of a Parker (or is it Parkervich?) pictured at the pavilion this year.

Name Gathering

While most World's Fair exhibitors spent the wintertime hiatus recuperating from the strain of last season, Parker's network of name gathering experts was working to supply the Penfriend computer with data on a quarter of a million prospective pen



This is an artist's conception of a Penfriend registration booth used in the giant 49-store Hertie department chain in West Germany. The booth was used in approximately 40 of the largest stores with smaller scale promotions conducted in the remaining outlets.

pals from all parts of the world.

One of the largest single efforts took place in Germany and was tied in with the promotion of Parker products. Beginning in late March and lasting for two weeks, Penfriend registration booths were set up in more than 40 large department stores.

The booths were staffed by store personnel dressed in special Parker uniforms and trained to promote pens and Penfriends.

Name gathering methods were put into operation in other parts of the world until total Penfriend data swelled to nearly 200,000, providing the computer with "ammunition" for its task of matching 1300 pen pals every day for the next six months.

Speaking Bureau

The girls who operated last year's International Penfriend Program are unique—they are among the very few young ladies in all the world who have experienced working at and being part of the New York World's Fair.

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As they helped manage the biggest pen pal project ever conducted, distribute free writing supplies and greet hundreds of thousands of pavilion visitors, they lived a life available only to a World's Fair hostess.

Six girls represented Parker/U.S.A. at the '64 Fair, and when they returned to



Over 200 heard Parker hostess Pam Morgan (top) speak at a Beloit, Wis., meeting of the National Secretaries Association. At the Janesville YMCA, hostesses Barbara Heilman, standing, and Sue Frederickson described the Parker World's Fair exhibit to the Y's Men.

Janesville, they brought back all the excitement and interest of their six-month adventure.

To impart some of their experience to local residents, stimulate interest in the '65 Fair and add to the Parker image, the Janesville based hostesses were organized into a speaking bureau. The group consisted of Assistant Pavilion Manager Carolyn Holen and Pavilion Hostesses Dona Anderson, Marcia Fanning, Sue Frederickson, Barbara Heilman, Kathy Larson and Pam Morgan.

Usually operating in teams of two, the girls began describing the Parker World's Fair effort and their life at Flushing Meadows to hundreds of listeners last December.

Audiences ranged from a group of Wisconsin representatives of the Public Relations Society of America to radio listeners in the Beloit area to many clubs and organizations in and outside Janesville.

The second season of the World's Fair is here and with it comes fresh interest and excitement. But to those who heard the Parker hostesses, the Fair has taken on a new meaning — for a fleeting moment each listener visited the Parker Pen Pavilion with a World's Fair hostess.

1965 Hostesses

Twenty-two young men and women representing thirteen countries and fluent in fourteen languages will make up the 1965 staff of the Parker Pen Pavilion at the New York World's Fair.

These special Parker employes have been brought to the United States from Argentina, Belgium, England, France, Hong Kong, Italy, Lebanon, Mexico, the Netherlands, Norway, Spain and Switzerland and they can correspond in Arabic, Cantonese, Danish, Dutch, English, French, German, Italian, Mandarin, Norwegian, Portuguese, Shanghai dialect, Spanish and Swedish.

Before opening day, April 21, these international individuals will be a team trained to greet the two million visitors expected to pass through the Parker Pen Pavilion. This crowd will be visiting the pavilion largely because of the Penfriend program, and the staff is there to make sure the quarter million fairgoers seeking international correspondents get them.

Managing the headquarters of this world's largest pen pal project will be W. Lawrence Battersby. Battersby came to Parker with ten years of department store sales and management experience and a bachelor of business administration degree. He served as an assistant pavilion manager last year and is taking a six-month leave of absence from his regular occupation as a Parker salesman to manage the pavilion in 1965.

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This year's assistant managers return to jobs they held during the '64 Fair. Carolyn Holen and Peter Andel will back up Battersby in the task of operating the pavilion smoothly and efficiently. Miss Holen, previously President Daniel Parker's administrative assistant, is a graduate of the University of Wisconsin holding a bachelor of business administration degree. Andel is a Yale University grad with previous business experience as a Parker account manager.

The newly created position of staff supervisor will be filled by one of last year's most popular hostesses — Patsy Norris of Brighton, England. Patsy will continue as a hostess and will also act as representative for the rest of the staff during working hours. Patsy was born in Sao Paulo, Brazil,

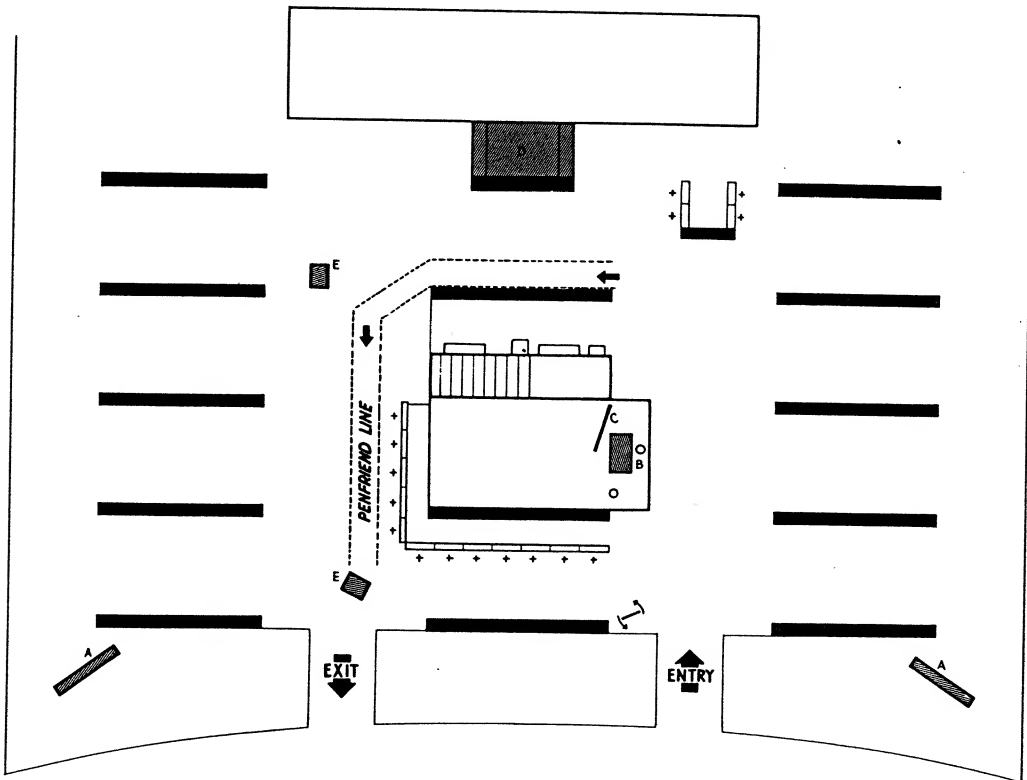
has dual nationality of British and Brazilian, and speaks English, French, Portuguese and Spanish.

Blonde and beautiful Sissel Berbom from Oslo, Norway, will return to the pavilion staff as our representative from Parker/Scandinavia. Sissel has toured Europe as a ballet dancer, worked in Norway as a television personality and speaks Danish, French, German, Swedish, English and, of course, Norwegian.

New York's Miss Subway is also a pavilion hostess with 1964 World's Fair experience. Her name is Sandy Bruno, a 1963 graduate of Virginia State College and an elementary school teacher.

Italy is represented by Glyda Costa, a

continued on page 10



Shaded areas indicate location of modifications to the 1965 Parker Pen Pavilion. Two sidewalk signs (A) welcome visitors as the all glass "fish bowl" displays Penfriend computer controls (B) and information board (C). The Pen Shop (D) is located adjacent to the service building while closed circuit television screens (E) are positioned for easy viewing.

Choi's Promise



These CARE packages brought extra big smiles. Each contained a very special gift.

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Not long ago, a wonderful thing happened to little Choi Wan Sok. A heavy truck lumbered into her tiny village of Iksan in Gun Cholla Puk province of Korea and stopped in front of Sin Nam primary school, where Choi is in the sixth grade.

Packages were unloaded, each bearing the black stenciled letters: CARE, U.S.A. This trademark has become a familiar one to Choi, her school friends and the villagers. Few, of course, know that the letters stand for "Cooperative for American Relief Everywhere," but to the students in Sin Nam school, they mean help in the form of much needed supplies.

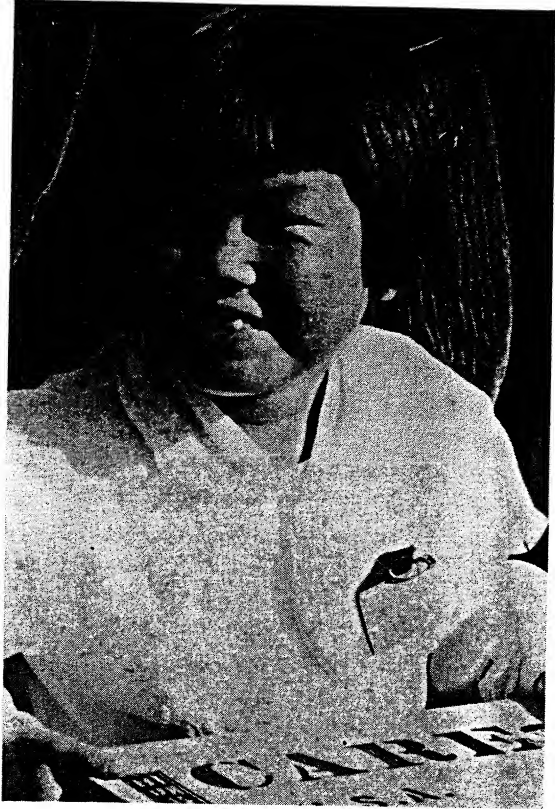
This time, when the boxes were opened, Choi and her friends were treated to a special surprise. Each received a CARE school kit containing paper tablets, rulers, and, most surprising of all, a shiny new Parker pen.

Choi could not contain herself. The pen was more than she had ever dreamed of receiving and she hurriedly wrote a letter to the people who had sent her this lovely gift. "I can hardly imagine how could I pay reward for what I owe you," she wrote. "I will do my best to be a good and hard working person so that I can send a similar gift to the children in poor condition. I thank you very much again."

Choi is but one of thousands since World War II to receive help from thoughtful individuals and companies in the United States. Parker's contributions to CARE and other charitable causes have multiplied manifold in the last two decades.

To those who would otherwise have to write with sticks in the sand, a Parker pen or even a refill by itself is a dream come true.

The recipients of these gifts are desperately poor and able only to provide food



for their stomachs and clothing for their backs—and sometimes not much of that. Although these people realize tools of education are essential, pens are luxuries they cannot have unless companies like Parker provide them.

Aware of this, the federal government recognizes these contributions as tax deductible, thus permitting Parker to off-set, to some extent, the value of the pens and pencils given to needy people. But, most important, dependable writing tools are transferred from the shipping department in Janesville to far off corners of the world and into thankful hands that one day, through education, will become productive ones for peace.

It is as Choi Wan Sok's letter promises: "I will do my best to be a good and hard working person so that I can send a similar gift to the children in poor condition."

continued from page 7

20-year-old newcomer to the Fair. Glyda is from Milano, speaks English, French and Italian, and is interested in zoology.

Anne De Lachadenede will miss April in Paris but will be on hand for the excitement provided by the busy Parker Pen Pavilion this spring. She was a Parisian saleslady before becoming a Parker hostess and speaks English and French.

Maria Luisa de Posada, holder of an English translator diploma from the University of Buenos Aires, is Parker's Latin American representative at the Fair. She speaks English and Spanish and has traveled throughout much of South America.

Michele Anne Sophie Everaert, a hostess for the city of Brussels, will be able to work with crowds again as a Parker hostess. She has spent a year at Cambridge University, a year at Heidelberg College, has traveled throughout Europe and speaks French, German, Spanish and English. She is from Courtrai, Belgium.

Parker/Mexico will be symbolized by Susan Filsinger, an American-born and Mexican-bred pavilion hostess. Susan has dual nationality of Mexican and American, speaks both Spanish and English and is intimately familiar with both cultures. She has received formal training as a secretary.

Parker lab technician Sue Frederickson will be back at the pavilion for her second year as a Parker hostess. A native of Wisconsin, she was born in Baraboo, brought up in Reedsburg and now lives in Janesville. Sue is a graduate of Mt. Mary College, Milwaukee, where, in 1963, she earned a bachelor of science degree in biology.

From rugged Switzerland's picturesque Lake Lucerne to the busy Parker Pen Pavilion comes Lisa Grau. This former secretary speaks Italian, French, German and English. Her hobby? Mountain climbing, of course.

Born in the Netherlands and educated

in France, Vyvyan Heeren has visited many European countries, speaks German, French, Dutch and English, and pursues skiing and rowing as hobbies.

Kathy Larson was a member of the 1964 pavilion staff and will be a hostess again in 1965. She is a Janesville girl, graduating from Janesville High School in 1961, spending a year at Whitewater State College in 1962 and coming to Parker's Chem-Physics lab in June, 1962. She guided visitors through Arrow Park in 1963 as a member of the Penette Court.

Pavilion visitors interested in Spain will be able to discuss that romantic country with Carmen Gay De Montella Mejias from Madrid. Carmen will come to New York with the experience she gained serving as a hostess at smaller fairs in Barcelona and Bilbao. She speaks Spanish and English.

Parker's third pavilion hostess from Janesville is Marcia Thielker. A laboratory technician, Marcia graduated from Valparaiso University, Valparaiso, Indiana, in 1964 with a bachelor of science degree in biology. She has minors in chemistry and Spanish speaking Spanish and English.

Lebanon is represented by Yolande Wadih Yuja. A secretary from Beirut, Yolande will be Parker's first pavilion hostess from the Near East. She speaks Arabic, French and English.

Jinny Virginia Wu will be Parker's sole representative for the world's largest nationality — Chinese. Jinny hails from Kowloon, Hong Kong, has traveled through much of the Orient and speaks Cantonese, Mandarin, Shanghai dialect and English.

The pavilion is staffed with hosts, too. Donald Berkowitz, a graduate of the State University of New York with a bachelor of science degree in education, will be back as a Parker host again this year. Berkowitz is a teacher living in Port Washington, New York.

Edward J. O'Donnell is the other half of Parker's twosome of hosts. O'Donnell,

also a teacher at the University of Wisconsin, brings a special touch to the pavilion. He

The Pavilion's success of course is a major project. The staff have secretaries and other staff members. Parker's Julie, a radio station assistant, both secretaries and staff

Round Parker's specialist Iar Kerr (professor for all phases of the pavilion) advantage Penfriend pavilion.



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O'Donnell,

also a teacher, graduated from New York University as a liberal arts major and also brings a year of host experience to the pavilion. He is a native of the New York area.

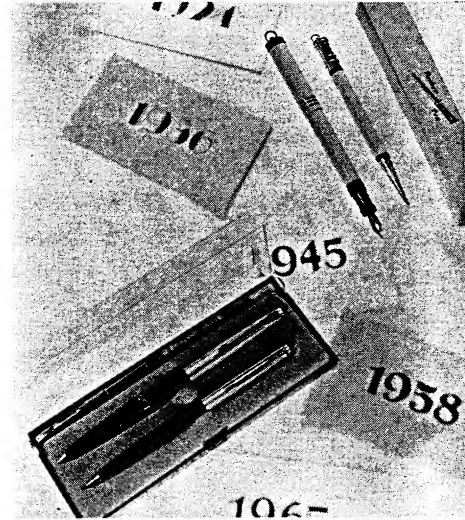
The Parker Pen Pavilion is in the business of operating the world's largest pen pal project and, like every business, it must have secretarial help. The mountains of mail and other office operations will be handled by Parker's pavilion secretary Julie Garriott. Julie, a native of Whitewater, Wisconsin, came to Parker as executive librarian from a radio station where she was programing assistant. At the pavilion she will work as both secretary and hostess, helping the regular staff when the crowds are heaviest.

Rounding out the pavilion staff will be Parker's recently hired public relations specialist Ian Kerr. As pavilion PR manager, Kerr (pronounced "car") will be responsible for all phases of public relations activity at the pavilion with emphasis on the publicity advantages inherent in the International Penfriend Program. His office will be in the pavilion.



Julie Garriott in 1965 hostess ensemble.

The Good Ole' Days



It's said that the U. S. dollar today, like the old gray mare, ain't what is used to be. That may be true, but often what today's dollar can buy is far better than what a buck bought years ago.

These two pens are each \$5 models (the pencils cost extra). The top pen is the Lady Duofold, produced by Parker in the 1920's. It was a nice little pen for the money, even if it was liable to leak just a bit if the Model T rolled over a bump. It had a fine 14-karat gold point that a repairman could replace if it was damaged. He could also replace the rubber ink sac when it dried out and cracked. It sure had a lot of features and it was cute, too.

The one at the bottom is, of course, the Parker 45. A convertible, it is loaded with handy ink cartridges or filled conventionally from a bottle when the converter is inserted. Its 14-karat gold point screws out for easy replacement right at your desk. It virtually never requires services of a pen repairman, unless, of course, the owner somehow bends the sturdy metal cap. And the smooth barrel and even balance of the Parker 45 make writing a pleasure like never before.

Both only \$5? Yes sir, the dollar sure ain't what it used to be.

adding up the score

By
Warren
Price

The ability to make sound management decisions, decisions which may have far reaching consequences, depends first and foremost on having accurate and timely information on the results of operations. Boiling it down, what company activities are operating profitably and which ones are not?


Additionally, there are legal requirements with which the company must comply in the way of submitting factual financial data to its stockholders.

This leads to a simple sounding exercise called consolidating the financial reports of The Parker Pen Company. The outsider might logically inquire why the services of an entire platoon of skilled financial men are required to compile them. Why does it not suffice simply to sit down with the individual reports of the 21 Parker subsidiaries and run them through an adding machine?

The answer lies in the fact that these 21 subsidiaries, located in 15 different countries, operate as separate companies under locally established ground rules of accounting. For they have reporting responsibility to the governments of the nations in which they do business as well as to the corporate headquarters in Janesville.

Take, for example, the matter of depreciation of a piece of property, such as a building. This is critical from a tax standpoint, for one thing. In the United States it is customary to figure the depreciation at a rate which will accurately reflect the building's useful life. But in a country going through the pangs of runaway inflation — and Brazil, site of an important Parker subsidiary operation, has had severe inflation problems — the result may be complete depreciation of a building's value before it is five years old.

In calculating the financial performance of a foreign based operation it is necessary to take into account the differences in the



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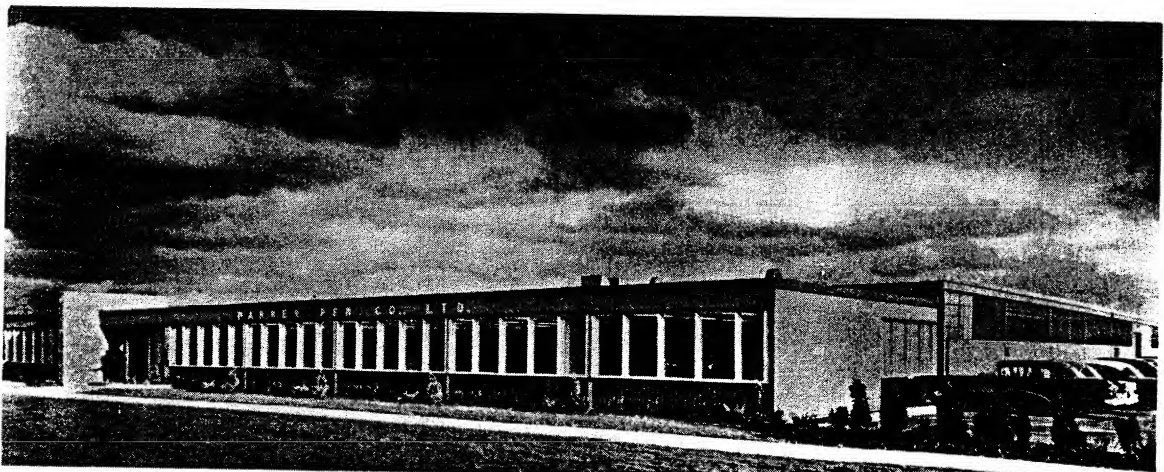


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Warren Price came to Parker in 1960 as manager of internal auditing. He is now corporate controller responsible for reporting on the financial condition of Parker's worldwide pen making network.

value of currency and currency fluctuations. Reports received in Janesville are in terms of dollars, pounds, francs, pesos, cruzeros, etc. And to create more problems for the corporate finance team, English pounds are



Parker operations are scattered around the world, like this Parker facility in Canada, but records of their performance are regularly collected, computed and combined with all others to provide management and stockholders with consolidated financial reports of The Parker Pen Company.

worth \$2.79 U.S., while Australian pounds are exchanged at the rate of only \$2.24.

A Canadian dollar is worth but 92½ cents in American money this month and a Hong Kong dollar's value is 17 cents. Colombian pesos are twelve to a dollar, but at last reading the Argentine peso was rated at 1/149th of a dollar. And the exchange rates change, some of them almost daily.

Still another head scratcher is the process of determining what sales should be included in the consolidated report. If one subsidiary sells merchandise to another subsidiary, this shows up in the books as a sale and as such is of interest to the local tax collector. However, it adds nothing to the total revenue of the corporation and thus these intra-company transactions must be identified as such and weeded out of the consolidation.

To cap the overall problem, speed is of the essence. A report of operations six months old is of no use to management in the present day climate of intense competition.

Thus it is that the midnight oil burns bright at times in the 1st floor offices of Corporate Finance on Court Street.

Safety First at Parker

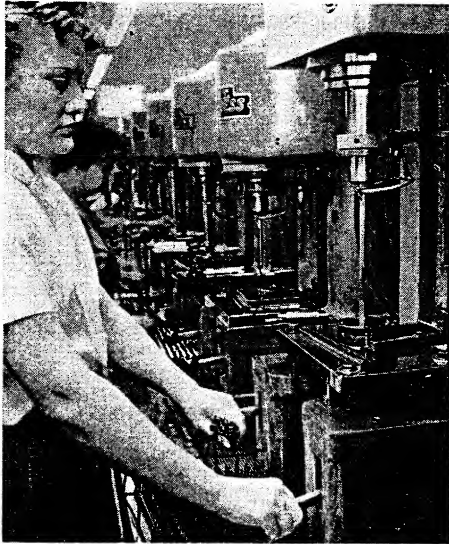
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Visitors to Parker's manufacturing facilities in Janesville still remark about its size and beauty, eleven years after it was built. To those working there, Arrow Park features a more important quality — it is a safe place to work.

When manufacturing shifted from Court Street to Arrow Park and Parker production employes adjusted to their new surroundings, a modest number of accidents occurred. There were only eight lost time accidents in 1954 and nine in 1955. The number has been less ever since.

Parker's emphasis on safety continues into 1965 and is substantiated by the company's record for the past year. Only four lost time accidents were recorded during 1964 with the following departments completing the year with accident-free records:

Deep Draw
Draftsmen



This hydraulic press (left) draws metal caps only when both controls are simultaneously depressed. Although oil used in the process covers operator Kay Tiegs' hands, she has them examined regularly by Parker nurses Mae Badler and Ione Burdick for irritation or mild infections. Boots, coveralls, apron, gloves and safety glasses protect Merrit Harper (right) from biting acid during a gold plating process.

Final Assembly
General (Janitors, Watchmen, Grounds-keepers, Housekeepers)
General Office (Court Street)
Inspectors
Maintenance
Metals
Molding and Screw Machine
Planning and Control (Warehouse, Receiving, Scheduling)
Plastic Fabrication
Service
Tool Room

Parker's Safety Supervisor Kenneth Pierson points out that the four mishaps recorded in 1964 were a result of human error, not mechanical failure.

Said Pierson: "Our records prove that the machines at Arrow Park are set up safely and operated by skilled, well-trained employes."



U.S. Division Streamlining Needs Support By All

Nearly every year The Parker Pen Company has made reductions in its Janesville work force to adjust inventories in accordance with the seasonal nature of our business.

It is commonly known that this year the payroll cuts have been deeper than usual. On the surface this may seem paradoxical, for both domestic and worldwide foreign business is good. Parker products enjoy a high degree of acceptance in the world market, and there is no sign of a slackening in demand.

At the same time, the writing instrument business, like many others, has grown increasingly competitive.

Actions here in Janesville are reflective of changed world marketing conditions. Because of import restrictions imposed by foreign governments, because of differences in cost of delivery, the company has no other choice, in order to maintain its strong position in the industry, than to supply certain foreign markets through overseas production facilities that can more economically do the job.

The streamlining and sharpening of the U. S. Division operation is designed to bring back to Janesville business which has gone to Parker subsidiaries through simple economic law.

The wholehearted support of everyone involved in Parker's Janesville operations is needed if we are to change the pattern and swing more foreign sales back to Arrow Park.

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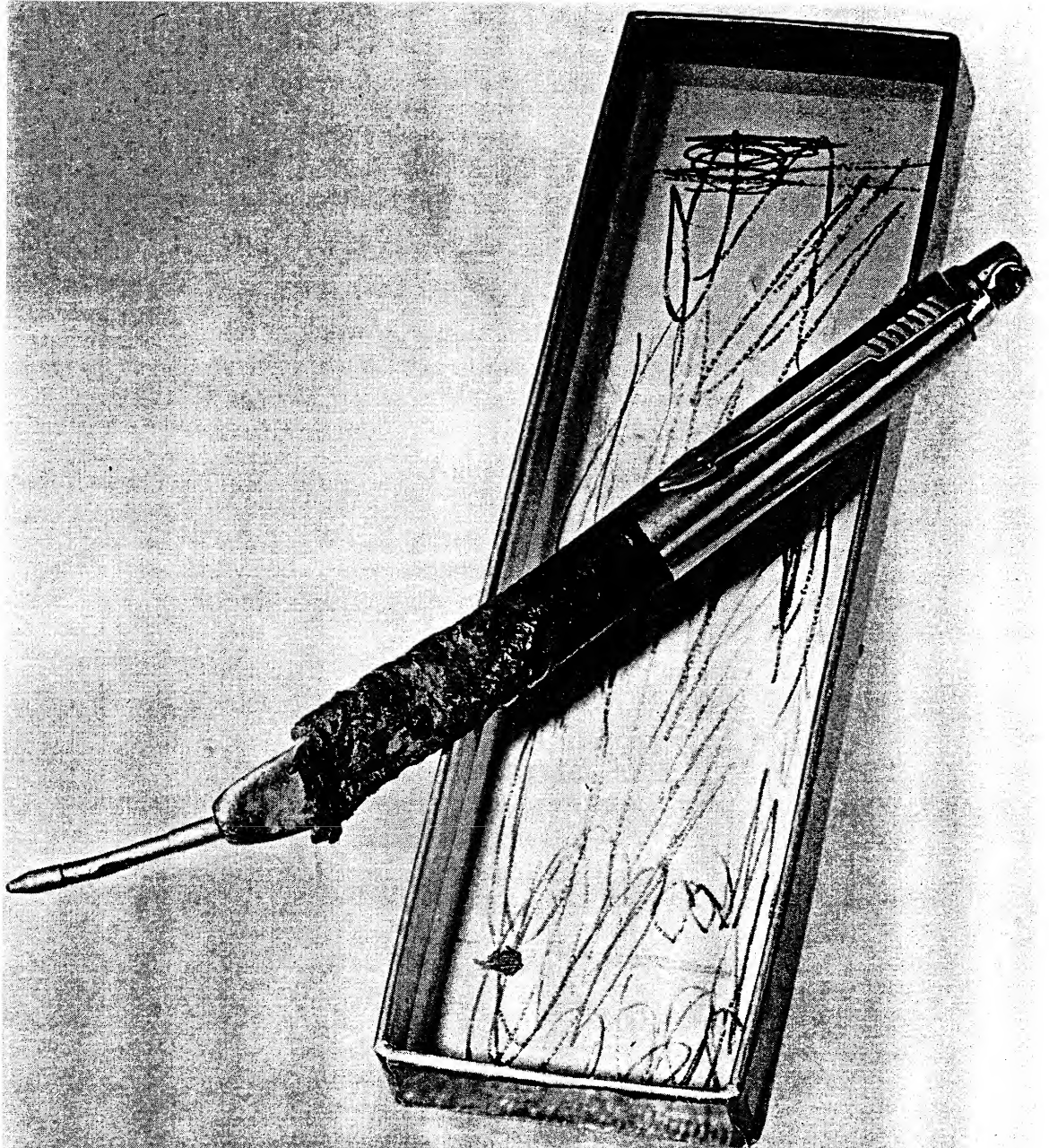
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A *Special* T-Ball Jotter



As a Christmas present this T-Ball Jotter is certainly less than elegant, but to an Iowa farmer it is one of the most memorable gifts he has ever received. Lost for nearly five years, the pen was accidentally found, wrapped up and given to the farmer for the second time by his wife. She wrote: "After rain, drought, wind, hail and snow; after being plowed, disced, cultivated and harrowed; after being chewed and trampled by livestock, this pen still wrote Christmas day."